### COME UP-STAIRS AND SAVE \$10

Continued from Page 12.

"Suit? Size 35? Sure. How's this for a pretty one?"

"A little noisy," objects the Tribune buyer. "I want something I can wear in Brooklyn after 9 P. M.

A Campus Cut is brought forth.

'Is this a \$25 suit?'

"A swell collitch cut and very good style," murmurs the trip upstairs. pinochler, dreamily evading the question.

"I know. But is it worth \$25?"

"Look-a-here—you know who made"

Persistence wins out. A couple of minutes later, his eyes now wider open, the salesman is explaining:

'Now, I don't say these is all \$25 suits. You see, now, instead of saying they're \$18.50 or \$22.50 suits, all the clothes Shipping Information and shops advertise to save \$10. It's easier that way-and that applies, let me tell you, mister, to all these here second floor places.

Out of his stock, this speech made, he rustles a brown suit which he says a ground floor tailor in the neighborhood is selling for \$25. The brown suit and \$15 change owners.

Let's have a look together at the appraiser's report on that particular bargain. Here it is: Trimmings are cheaper than those used ordinarily in the

\$15 suit and the tailoring is very, very cheap.

And then: "This coat doesn't fit right. It would cost some money to make the proper alteration, and therefore it wasn't made. A break under the collar in the back calls for a shield and taking in of the material there."

A boy of eighteen sold Exhibit No. 463 to the investigators. He was the whole sales force for the Jefferson Clothes Shop Company, whose dingy second floor quarters at 37 Ann Street had been reached after a valiant charge through a hall into which no good officer would send a soldier not equipped with a gas mask.

"You betcher," said the youth. "You win \$10 flat on every suit in the house. If it was somewhere else you got our \$12.50 suit it would set you back \$22.50. Our \$15 suits are \$25 values any-A \$12.50 suit, offered as a silk-and-wool mixture, was bought.

On their way out the investigators noted again the sign:

"Up to date \$20 and \$25 Sample Suits, \$12.50 up." It was spelled out in large letters, this handsome offer-all but that little word "up."

Over the Jefferson suit the appraisers wept:

"A flash! Junk! No shape, no make! Material \$1 a yard." Twelve-fifty it was worth, they said, and not a centavo more. Now we come finally to Sam's Sample Clothes Shop-Sam's at 111 Nassau Street, be it understood, and not Sam's at 122 Park Row-which has purposely been saved for last mention. There

is something of a story in the two Sams. Twelve years ago the Park Row Sam started a little clothing business downtown. His customers were office boys and minor clerks whose every clothing dollar must be made to count.

The clothing sold by this Sam didn't always have up-to-theminute snap and style. He bought carefully and sold cheap, making no claim save that he was giving the best value he knew how.

There was no margin of profit left on Sam Rosenthal's trades to go into an advertising appropriation. But his satisfied customers spread the word and his business kept mounting. Last year in his two-by-four shop he turned over a quarter-milliondollar stock.

Although there is no connection-and no sympathy, probably -between the two Sams, the one that holds forth on Nassau Street proclaims himself The Original Sam. Not only is the phrase on his stationery, but he personally assured two customers the other day that he was none other than the Sam of Park Row. The customers happened to be the investigators from The Tribune. They knew the Park Row Sam and his record; know now that The Original Sam lied when he said the business of the original Sam

On his business cards Sam of Nassau Street promises "\$20 and \$25 Values for \$12.50." Apparently the cards were printed since prices were raised. But The Original Sam has not troubled to change an electric sign put up in an era of more generous savings. According to this the standard price of the house is

A glance at the fixtures and furnishings of his shop made it easier to understand how one part of the overhead had been reduced. To say the best possible of them, they are severely simple.

When the investigators arrived a small boy was holding the fort. He darted out of the shop and returned a moment later with 'the boss," who said his name was Bayles.

"Yep; this is the same Sam's as the one on Park Row," he blithely informed the customers. "We certainly do a great business over there. That's how we're able to hold the prices down. You bet! My father is Mr. Bayles of Brauman & Bayles, up at 736 Broadway. Ever hear of 'em?

'Well, it's having the clothes made in the family, so to speak, and sellin' a lot of 'em that gives you the advantage of a \$10 saving-and sometimes more, don't forget. We cut everything to the bone. You'd say that a feller that turned over 300 suits a week could afford a little extra expense. But I got my eye on that expense thing all the time. Things that maybe nobody else would think of. Why, whenever I leave the store, even if it's only for a few minutes, bang go the lights out!"

The accommodating Original Sam brought out bills to show how close he bought and how close he sold.

'Now this," he said of one suit displayed as a leader, "is a regular \$25 value. I don't lose nothing, mind you, but you save

The suit was bought-and the wholesaler's stock number noted. A while later the investigators called up Brauman &

What's the price on five-o-three-three?" one of them asked. "Ten dollars."

But, of course, there's no telling what The Original Sam, be ing "in the family" and "buying close," had to pay.

Are you the least bit anxious to hear what the appraisers said? Or can you make a satisfactory guess from the Brauman & Bayles quotation at wholesale?

Well, anyhow, just to corroborate you:

Suit is poorly made. Trimmings are also poor. Fit is awful-regular horse collar effect. Suit is sewed with cotton; a ridiculous thing to do, for cotton will shrink different than wool and turn white with the weather. Cloth and lining fair, but mur-

dered in tailoring. 'Snidest' thing in clothes. Looks as if the manufacturer had saved every farthing possible. Put it on the basis of \$8 suit.

Thus-alas for us bargain seekers and the plausible lie-logic we so love to be bamboozled by-the pitiless appraiser punctures the claims of the gentle second-story man and our own dream of a new \$25 for \$15 alchemy in the clothing trade. The blow comes only the harder when we are told that these appraisal figures are professional saver of other people's \$10 bills comes back to based on the incomparably greater overhead of the downstairs shops; on the higher rents, the larger salaries that go to salesmen paid to be patient and helpful, the comforts, the conveniences and the cleanliness.

True it may be, as against these things, that there's a saving of \$10 in \$25 through cheap fixtures, lie-stimulated sales, close buying of clothes "made in the family"-and our canny, hopeful

Yes, even with all that the seekers after truth have learned of the business of our friends, the second-story workers, their theory of saving by rigid economies as much as \$10 out of every \$25 does hold good, very good, good to the end.

But who, one keeps wondering-who gets the ten?

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lug 25 Santegna (Ital), New York, Aug 28 Wallace (Br), New York

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Sept 2 - Hermodian (Br), New York,
29 (Tr) of Naples (Br), New York,

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